



# LA

## FASHION DISTRICT

MC2 PROPOSAL OF SERVICES

MC2

PROSPECT CLIENT: DTLA FASHION DISTRICT DATE: 7 APRIL 2017			
BRANDING & IDENTITY / WEBSITE DESIGN PROPOSAL			
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PHASE I: SURVEY / PERCEPTION	QTY	UNIT/RATE	BUDGET
<b>1. DEVELOP SURVEY:</b>			
A. Create an online questionnaire			
B. Circulate to key audiences / media alliances			
C. Review data to determine the brand/marketing direction			
<b>PHASE 2: STRATEGY</b>			
<b>2. STRATEGY / ACTION PLAN</b>			
> Develop a multi-pronged approach that activates common interests			
A. Engage real estate developers with interest in the area to aide in underwriting			
B. Explore likeminded brands/services that complement the objective for co-marketing			
C. Open dialog with MTA to explore a co-marketing collaboration			
D. Create a media alliance/partnership to broaden reach			
E. Develop merchandising concepts to reinforce the campaign			
<b>PHASE 3: BRAND / MARKETING DIRECTION</b>			
<b>3. CAMPAIGN DEVELOPMENT</b>			
> Develop a campaign that focuses on key 'trendsetters' / 'influencers' –			
A. Create a visually strong campaign that 'makes a statement'			
B. Utilize the brand equity of 'influencers' to fuel the momentum of the campaign			
C. Logo & Typography ( <i>master logo and simplified logo if needed</i> )			
<b>4. COLLATERAL / MERCHANDISING DEVELOPMENT</b>			
A. Brochure / Mini-Handout			
B. Direct Mail Campaigns			
C. Shopping Bags / Merchandising Concepts			
D. Miscellaneous			
<b>5. WEBSITE (PARALLAX DESIGN / CONTINUOUS SCROLL)</b>			
A. Industry Standard Best Practices Research & Comparison Report			
B. Fully Designed Build-Out of the Sub Menu Navigation Tabs			
C. Sub Navigation Pages (6-8 pages, or as directed by standards and client needs)			
D. B2B Portal / B2C Portal			
E. On-Going SEO Support & Optimization			
F. Social Media Integration			

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PHASE 3: BRAND / MARKETING DIRECTION	QTY	UNIT/RATE	BUDGET
<b>6. PRINT &amp; DIGITAL ADVERTISING / CREATIVE CAMPAGIN</b>			
A. Advertising & Marketing Campaign Concept			
B. Art Production / Print Ready Files & Media Submission Facilitation			
C. Print Ad Campaign: Media Plan & Geo Targeted Market Research			
D. Digital Ad Campaign: Animated Display Ads			
E. Digital Ad Campaign: Animated Display Production & Programming / Facilitation			
F. Social Ad Campaign: Targeted and Tailored to Audience: Instagram vs. Facebook			
G. Advertorial Ads: Design Concept Development & Copywriting			
H. E-Blast Campaigns: Design Concept Development & Copywriting			
I. E-Blast Campaigns: Production & Programming / Facilitation			
<b>7. ART ASSETS</b>			
A. Stock Photography			
B. Custom Photography			
C. Stock Video Assets / Video Editing			
D. Custom Video Assets / Video Editing			
<b>PHASE 4: CAMPAIGN LAUNCH / DEPLOYMENT</b>			
<b>8. CAMPAIGN LAUNCH / DEPLOYMENT</b>			
A. Website to launch first followed by Social Media Campaign & E-blast Series			
B. DTLA media alignment for cross pollination			
C. Metro / Outdoor for broader reach			
D. Event activation within to drive traffic			
<b>PHASE 5: DELIVERABLES PRIORITIZE</b>			
> PHASE 1 & 2: SURVEY & STRATEGY			
> PHASE 3: CAMPAIGN & WEBSITE			
> PHASE 2: ALLIANCES / CO-MARKETING PARTNERS			
> PHASE 4: CAMPAIGN DEPLOYMENT			
<b>PHASE 6: BUDGETS</b>			
<b>MAY – DECEMBER</b>			
> PHASE 1 & 2: SURVEY & STRATEGY			\$5,000
> PHASE 3: CAMPAIGN & WEBSITE			\$45,000 - \$50,000
> PHASE 2: ALLIANCES / CO-MARKETING PARTNERS			\$TBD
> PHASE 4: CAMPAIGN DEPLOYMENT			\$10,000 - \$15,000
<b>Approx. Sub-Total:</b>			<b>\$TBD</b>
<b>TERMS / CONDITIONS &amp; CONTRACT TO FOLLOW UPON BUDGET APPROVAL</b>			